

ABSTRACT OF THE DISCLOSURE

A method and apparatus are provided for servicing a customer of a builder by a third-party website provider. The method includes the steps of providing a first website by the third-party website provider for use by the customer in viewing and selecting product options for product offerings provided by the builder, receiving from the customer through the first website views and selections of an option of the options provided by the builder and collecting a fee or commission based upon the received selection made by the customer.